



WSOC-TV

WSOC-TV	Audience	Po/B Obama/J/PreyUS (1b25b)
1901 North Tryon Street Charlotte, NC 28206-2700	Agency	Greer, Margolis, Mitchell & Associates (2890)

Greer, Margolis, Mitchell & Associates 3050 K Street NW Washington, DC 20007	Sales Office Buyer Name Phone/Fax	Telerep/Philadelphia BASSETT, LAURA /	Commission % Commission	15.00 \$14,196.00
CPE	Account Types	957011753/ National/Political	Net Total Sales Tax	\$80,444.00
Billing Type		Standard		

Sec	Length	Run Times	SPW	Station							Comments	Entered	
				Mo	Tu	We	Th	Fr	Sa	Su	Spots		
5	:30	5A- 5:30A (EST)	2	X	X	X	X				2	\$425.00	\$850.00 Charlotte (WSOC)
4	:30	6A- 6:30A (EST)	2	X	X	X	X				2	\$1,175.00	\$2,350.00 Charlotte (WSOC)
4	:30	7A- 8A (EST)		1	1	1	1				4	\$1,075.00	\$4,300.00 Charlotte (WSOC)
5	:30	6A- 7A (EST)						1			1	\$300.00	\$300.00 Charlotte (WSOC)
3	:30	8A- 9A (EST)						1			1	\$800.00	\$800.00 Charlotte (WSOC)
5	:30	9A- 10A (EST)		2	X	X	X	X			2	\$375.00	\$750.00 Charlotte (WSOC)
5	:30	10A- 11A (EST)		3	X	X	X	X			3	\$375.00	\$1,125.00 Charlotte (WSOC)
4	:30	11A- 12P (EST)		2	X	X	X	X			2	\$675.00	\$1,350.00 Charlotte (WSOC)
5	:30	12P- 1P (EST)		3	X	X	X	X			3	\$375.00	\$1,125.00 Charlotte (WSOC)
5	:30	12P- 12:30P (EST)						1			1	\$275.00	\$275.00 Charlotte (WSOC)
5	:30	12P- 12:30P (EST)						1			1	\$275.00	\$275.00 Charlotte (WSOC)
5	:30	3P- 4P (EST)		2	X	X	X	X			2	\$375.00	\$750.00 Charlotte (WSOC)
5	:30	4P- 5P (EST)		2	X	X	X	X			2	\$825.00	\$1,650.00 Charlotte (WSOC)
4	:30	5P- 5:30P (EST)		3	X	X	X	X			3	\$1,200.00	\$3,600.00 Charlotte (WSOC)

CONFIRMATION CONTRACT

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Contract # 325181

Date Entered 08/02/12

Last Modified 10/22/12

Entered By Jill Hipkiss

Spots 62

Rate \$2,090.00

Charlottesville (WSOC)

By Broadcast Month

Oct. 2012 62

Nov. 2012 4

Grand Total: 66

\$94,640.00



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Schedule Dates 10/23/12-10/29/12

Advertiser Pol/B Obama/D/Pre/US (16256)

Agency Greer, Margolis, Mitchell & Associates (2890)

Product Political - Federal Candidate (1067)

1537/OBAMA FOR AMERICA (134149)

Telerep/Philadelphia, Philadelphia (1057)

Telerep/Philadelphia

BASSETT, LAURA

Comments OBAMA FOR AMERICA

Brand	Headline#	Demo	Order Type	Normal
Salesperson				
Sales Office				
Buyer Name				
Phone/Fax				
CPE				

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Account Types National/Political

Billing Type Standard

Comments OBAMA FOR AMERICA

Sales Tax

Net Total \$86,444.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.2	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)	2	X	X	X	X				2	\$1,300.00	\$2,600.00	Charlotte (WSOC)		10/22/12
18.2	Normal Line / Spot	10/23/12-10/26/12	4	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$1,500.00	\$4,500.00	Charlotte (WSOC)		10/22/12
19.1	Normal Line / Spot	10/27/12-10/27/12	5	:30	7P- 7:30P (EST)						1			1	\$490.00	\$490.00	Charlotte (WSOC)		10/19/12
20.1	Normal Line / Spot	10/28/12-10/28/12	5	:30	6P- 6:30P (EST)						1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)		10/19/12
21.2	Normal Line / Spot	10/23/12-10/26/12	3	:30	7P- 7:30P (EST)		X	X	X	X				2	\$1,600.00	\$3,200.00	Charlotte (WSOC)		10/22/12
22.2	Normal Line / Spot	10/23/12-10/26/12	3	:30	7:30P- 7:56P (EST)		X	X	X	X				2	\$1,600.00	\$3,200.00	Charlotte (WSOC)		10/22/12
23.2	Normal Line / Spot	10/23/12-10/28/12	5	:30	11P- 11:35P (EST)		X	X	X	X				3	\$225.00	\$675.00	Charlotte (WSOC)		10/22/12
24.2	Normal Line / Spot	10/23/12-10/25/12	4	:30	11:35P- 12:02A (EST)		X	X	X	X				3	\$700.00	\$2,100.00	Charlotte (WSOC)		10/22/12
25.2	Normal Line / Spot	10/29/12-10/29/12	5	:30	8P- 10P (EST)						1			1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/22/12
26.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	10P- 11P (EST)						1			1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		10/19/12
27.3	Normal Line / Spot	10/23/12-10/23/12	5	:30	8P- 9P (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/22/12
31.1	Normal Line / Spot	10/24/12-10/24/12	5	:30	10P- 11P (EST)						1			1	\$4,300.00	\$4,300.00	Charlotte (WSOC)		10/19/12
32.1	Normal Line / Spot	10/25/12-10/25/12	5	:30	8P- 9P (EST)						1			1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		10/19/12
34.1	Normal Line / Spot	10/25/12-10/25/12	5	:30	10P- 11P (EST)						1			1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		10/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Buyer Name	BASSETT,LAURA	Commission %	15.00
Phone/Fax	/	Commission	\$14,196.00
CPE	95101-1157	Net Total	\$80,444.00
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	OBAMA FOR AMERICA		

Charlotte (WSOC)	By Broadcast Month	Spots	Rate
Oct. 2012	62	\$82,090.00	
Nov. 2012	4	\$12,550.00	
Grand Total:	66		\$94,640.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.1	Normal Line / Spot	10/26/12-10/26/12	5	:30	9P- 10P (EST)				1				1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/19/12	
38.1	Normal Line / Spot	10/28/12-10/28/12	5	:30	7P- 8P (EST)					1			1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		10/19/12	
39.1	Normal Line / Spot	10/28/12-10/28/12	5	:30	8P- 9P (EST)						1		1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/19/12	
40.1	Normal Line / Spot	10/28/12-10/28/12	5	:30	9P- 10P (EST)						1		1	\$6,500.00	\$6,500.00	Charlotte (WSOC)		10/19/12	
43.2	Normal Line / Spot	10/29/12-10/29/12	4	:30	7A- 8A (EST)				1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		10/22/12	
56.1	Normal Line / Spot	10/23/12-10/26/12	5	:30	5:30A- 6A (EST)			2	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/22/12
57.1	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:30A- 7A (EST)		1	X	X	X	X		1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/22/12	
58.1	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A- 9A (EST)			1	1	1	1		4	\$975.00	\$3,900.00	Charlotte (WSOC)		10/22/12	
59.1	Normal Line / Spot	10/29/12-10/29/12	4	:30	8A- 9A (EST)			1					1	\$975.00	\$975.00	Charlotte (WSOC)		10/22/12	
60.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	9P- 9:30P (EST)		1	X					1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		10/22/12	

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